

2022 YEAR IN REVIEW

GreenSeam is dedicated to strategically building and connecting southern Minnesota's extensive agricultural assets in order to develop and position this region as a food and agribusiness epicenter. 2022 has been a busy year for the region. See how GreenSeam empowers new and existing businesses, their workforce, and the communities they call home.



Waseca Development

GreenSeam worked with the City of Waseca on elements related to a completely new ConAgra vegetable processing facility for the Birds Eye Brand. This project included a \$300 million investment in the community which had previously experienced significant job loss in other industry sectors. Our role was to help run economic impact reports and provide useful data to the community in working with ConAgra to solidify their investment. Director, Sam Ziegler and President and CEO of Greater Mankato Growth, Jessica Beyer helped welcome the new ConAgra Brands processing facility to the GreenSeam!

Trimont Development

The City of Trimont was a location of interest to a new Crystal Valley Feed Mill and GreenSeam was able to work with the company to provide an understanding of the USDA low interest loan program with the local electrical cooperative. This new location will provide many jobs that have safer work environments for employees, will utilize new automation and technology that meets all industry standards for compliance.

Student Farm Tours

Students, colleges and local businesses attended a variety of tours of local farms to learn about the art of farming. This is just one way to get the younger generation interested by getting hands on and interacting with individuals or business that have been in the industry.

Ag in Action

In April, 250 students in grades 4-8 from St. James, Madelia, District 77, Kato Charter & My Place joined 50 MNSU students to learn about Ag. The event focused on educating the community about career opportunities in the agribusiness sector, food and diet awareness, as well as sustainable and regenerative agricultural practices.





2022 YEAR IN REVIEW

Hosted two successful **Global Workforce Opportunities** events within the community. 65 attendees enjoyed the two events that focused on International students and graduates where the other focused on integrating a diverse workforce. Some key speakers included: MDA Assistant Commissioner Bailey, Erin Schutte Attorney/ Owner Kivu Immigration Law, Kimberly Phillips Sr. HR Manager at AGCO Corp in Jackson, MN and more.

GLOBAL WORKFORCE OPPORTUNITIES

The **Celebration of Ag** hosted over 250 people and 17 business booths at ISG field. GreenSeam partnered with Christensen Farms to have two pigs at the event to encourage agriculture related questions. In return, Christensen Farms donated **200 pounds** of ground pork to the Southern MN Food Recovery program.



41 Investors, community leaders and businesses went to AGCO in Jackson in May for a tour of the facility and then in September went to Fairmont for a bus tour that visited surrounding businesses that included; Advanced Drainage Systems, CHS Soybean Processing, Rosen Diversified, Devenish Nutrition and ended back at Kahler Automation. These event were well

received and more have been planned.

GreenSeam – Hosted **40 international Agriculture Attaché's**. These were foreign dignitaries whose office is in Washington DC in their country's embassies. They were in Minnesota for the week with a joint partnership with MN Department of Agriculture and USDA. GreenSeam Chair, Gary Koch and Director, Sam Ziegler were able to host them at Chankaska Creek Ranch & Winery to share thoughts of the future outlook on agriculture.



GreenSeam launched the **2022 State of Ag Survey** to better understand the challenges and opportunities companies across the region and state are experiencing. Talent was the top concern of respondents.



We launched a talent calendar to support agribusiness who are asking to know about more opportunities to connect with people outside of the network they know.

Talent Events Calendar
Add Your Talent Event!

GreenSeam is growing! New Program Manager, Michalia Cyphers is a recent graduate from MNSU and a transfer student from SCC in the 2+2 program. She will be working with the Talent Development, Retention and Attraction Committee and the Branding and Promotion Committee, along with general project management work.

Several high schools in the south-central region including Maple River Faribault, Cleveland, St. Clair, Butterfield-Odin, and LeSueur- Henderson added new ag teacher positions. This is building the pipeline of future students to consider the ag career pathway.



THE 39TH ANNUAL RURAL FORUM

Global Partnerships
INTEGRATING PEOPLE, BUSINESSES, & GOVERNMENTS

The Minister of Agriculture of Manitoba, Secretary of Ag of South Dakota, Commissioner of Agriculture of Minnesota, Ambassador of Mexico and Consulate General of Canada to Mankato came together for the 39th Rural Forum, attracting **302 attendees** to Mankato. In addition, a special panel included Senator Frenz and Representative Torkelson.



2021 YEAR IN REVIEW

+280 attendees joined GreenSeam's Celebration of Ag at ISG Field. It was a



great day for baseball and networking with key area leaders and sharing GreenSeam and agricultural updates.



(2021 stats vs. 2020)

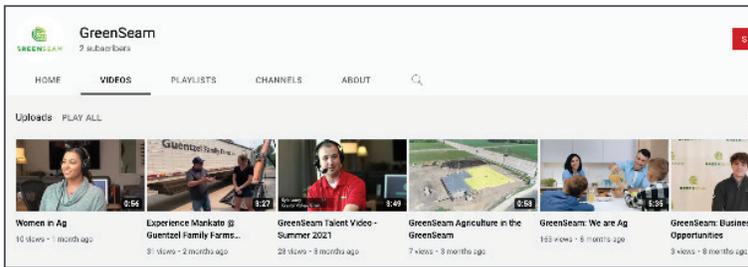
67.7% increase

33,841 page reach



With the help of **GreenSeam**, Mankato Area Public Schools secured all the funding needed to build a **new greenhouse** on East High School and have announced the second new ag teacher. which allowed **+400 Students** to going through the Ag program in 2021. This has been a priority of GreenSeam's since the beginning.

Talent continues to be a key area of focus. We now have a new careers and internship page and have released a talent video series to reach our youth. This is being consistently being shared on social media platforms and YouTube.



GreenSeam was present at the Minnesota Ag Expo, FarmFest, Minnesota Pork Congress, and Minnesota Chamber of Commerce annual meetings.

The Business Retention and Expansion Committee organized an event called **Global Workforce Opportunities** which took place October 20th. We had 35 business and community leaders attend this meeting in Madelia. The speakers were from the community, business, and visa professionals. Takeaways included the need to continue this dialogue between business and communities.



GreenSeam received

\$150,000



from the State of Minnesota & MN Department of Ag over the next two years.

GreenSeam Partnered with MNSU Strategic Partnerships in building a Small Business Administration, Community Navigator grant with a purpose of supporting main street businesses focused on food and agriculture. The **\$940,000 grant** will support MNSU, GreenSeam, Mogwai Collaborative, AURI, Southern MN Center of Ag, and Region 9.

GreenSeam published the **2022 State of Ag Survey Report**, focusing on the state of agriculture in our region. It was presented at a press conference that was broadcast on social media.

The report helps to better understand how businesses, organizations, and leaders view the opportunities and challenges facing agriculture in Minnesota.



GreenSeam's Rural Forum "Weathering the Xtremes" hosted **270** attendees which included students, two key-note speakers, two FFA officers, and three Minnesota Legislators. Press coverage was extensive: Linder Farm Network, KTOE, KEYC live, Alpha Media, St Peter Herald, and the front page of Mankato Free Press.

RURAL FORUM
WEATHERING THE XTREMES
FROM FARM TO MAIN STREET



2020 YEAR IN REVIEW

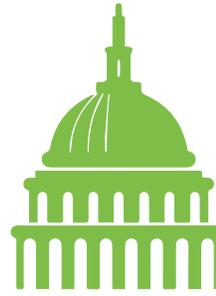
GreenSeam and a southeast MN collaboration of seven organizations received a Launch MN grant to support and develop entrepreneurs called E1 (Entrepreneurs First).



Met with **26** businesses and **3** entrepreneurs creating new products.



GreenSeam was instrumental in helping establish the new **Ag Engineering Minor** at



Staff and several business leaders participated in a day at the **Minnesota State Capitol** advocating on behalf of key priorities for our region.

Received a **MN Chamber of Commerce BEN grant** for the Mankato Area Public Schools (MAPS) Greenhouse project.



GreenSeam was present at the Minnesota Ag Expo, Minnesota Pork Congress and MN Chamber of Commerce annual meetings.



GreenSeam worked closely with **15** businesses on expansion plans in the region which will add **100** new jobs.



Provided support to a local feed mill for the MN Department of Agriculture - Value Added Grant in order to expand their operations. The grant was awarded to them.



GreenSeam advocated for an online solution for Seasonal CDLs for spring crop production while COVID-19 shut down Driver Vehicle Service offices.

Food and Ag-related information was shared via greenseam.org in addition to general COVID-19 updates.



Facebook followers increased



24%

as compared to Q2 2019

GreenSeam increased work capacity by partnering with **Lead for MN** to bring on a Fellow.



Four years of collaboration with South Central College led to a USDA grant to build a **MechaTronics program** dedicated to the food and Ag industries.

Worked with Minnesota State University, Mankato College of Business to add new programs, including an **Agribusiness and Food Innovation Minor, Ag Engineering Minor and Major, and an Ag Business Major.**



Provided **2** communities with **agriculture data** on industry impact of a **new business** and general impact of **ag production.**



GreenSeam participated in the first **Minnesota SelectUSA Virtual Pitch - AgTech and CleanTech**, which is focused on international startup companies.



GreenSeam hosted a career fair which resulted in **100** students connecting with **15** businesses.

GreenSeam supported AgriGrowth in the 2020 Economic Contribution Study of Minnesota Agriculture and Forestry, along with more than

24

leading Minnesota agricultural stakeholder groups.



2019 YEAR IN REVIEW

Mankato Area Public Schools (MAPS) hired **FULL-TIME AG TEACHER** at Mankato East and Mankato West High Schools



GreenSeam co-hosted the MN Chamber Supplier Round Table focused on Agriculture and Food



GreenSeam Followers: **626**

at the end of 2019

Facebook Likes **10%** ↑

Instagram Followers **25%** ↑
all compared to 2018

Director of **GreenSeam** participated in a panel in Saint Peter for the **Minnesota Business First Stop Tour**, which included eight **Minnesota State Commissioners**



Created new partnerships with vendors to increase advertising efforts on social, digital and print to promote large events and key strategic campaigns like spring travel, **Gather in the GreenSeam** and winter packages

Entrepreneurs First

(E1) was created and we are partnering with a number of southeast MN startup/coworking spaces to provide them with additional support. **GreenSeam** was at the table as the ag expert



Agribusiness and Food Innovation Minor added to Minnesota State University, Mankato - College of Business Undergraduate Programming in Fall of 2019. **GreenSeam** assisted.



ISD #77 announced two new ag classes at Mankato East and West High Schools (30 students each).



GreenSeam was instrumental in helping Revol Greens move forward with a multimillion-dollar expansion creating

24 NEW JOBS

Interacted with several key state officials including the Gov. Tim Walz, Lt. Gov. Peggy Flannigan, and several commissioners and legislators at MN Farmfest. **GreenSeam** had many shout outs by Gov. Walz during his speech



The RURAL FORUM

was held in December and had a record

275

people in attendance

60 Ag Students



GREENSEAM